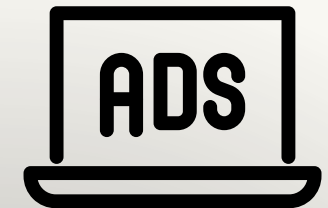
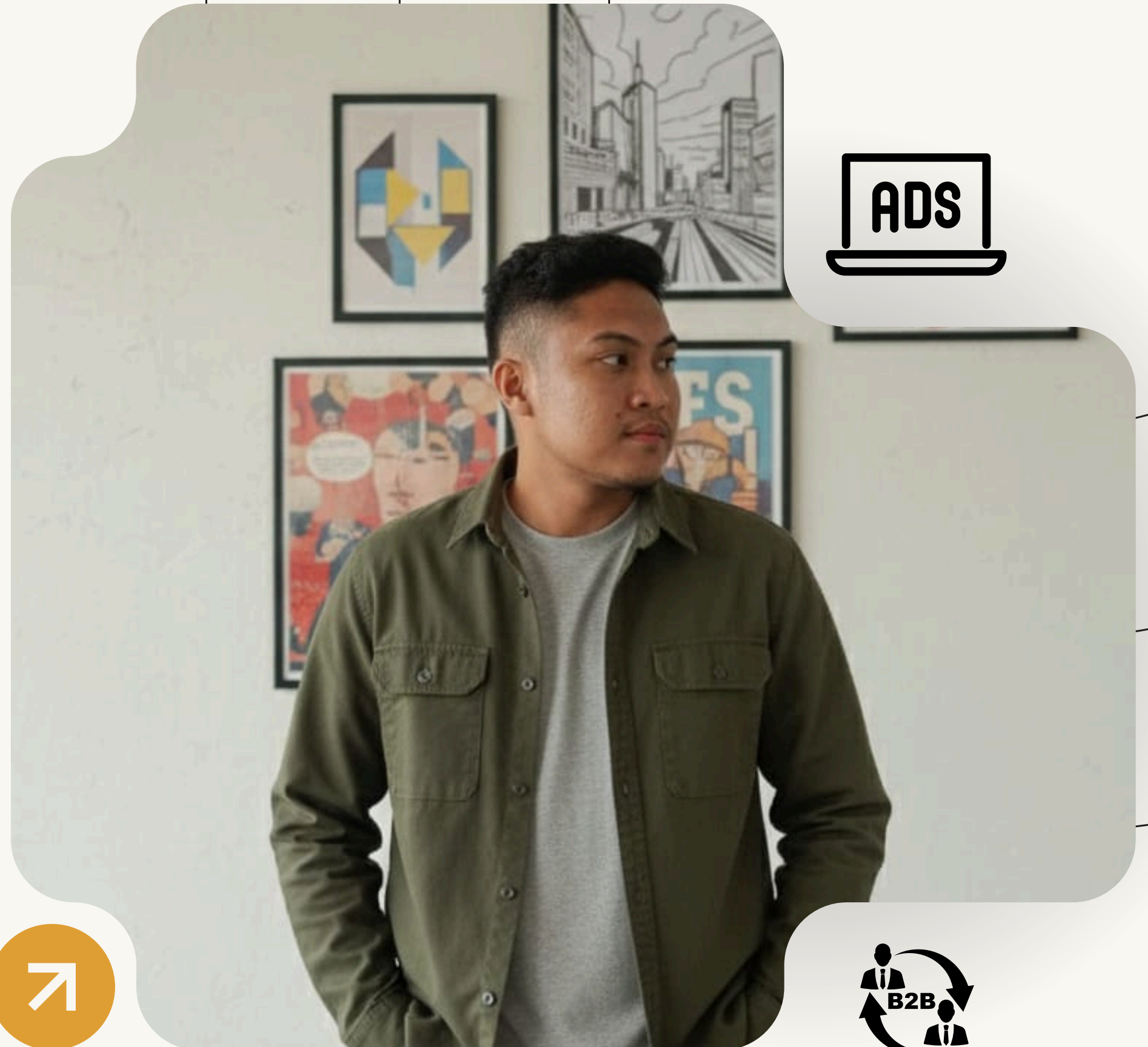


AJRUN AZHIM FAWWAS

# DIGITAL MARKETING Portfolio

PT DINAMIKA GEMILANG NIAGA



PT DINAMIKA GEMILANG NIAGA

# About WORK

Manage cross-brand digital marketing strategies through Meta Ads, TikTok Ads, and Shopee Ads, including visual design, product content optimization, inventory monitoring, campaign performance analysis, and collaboration with influencers to increase awareness and sales.





# WORK LIST

**01. META ADS**

**02. Tiktok Ads**

**03. Graphic Design**

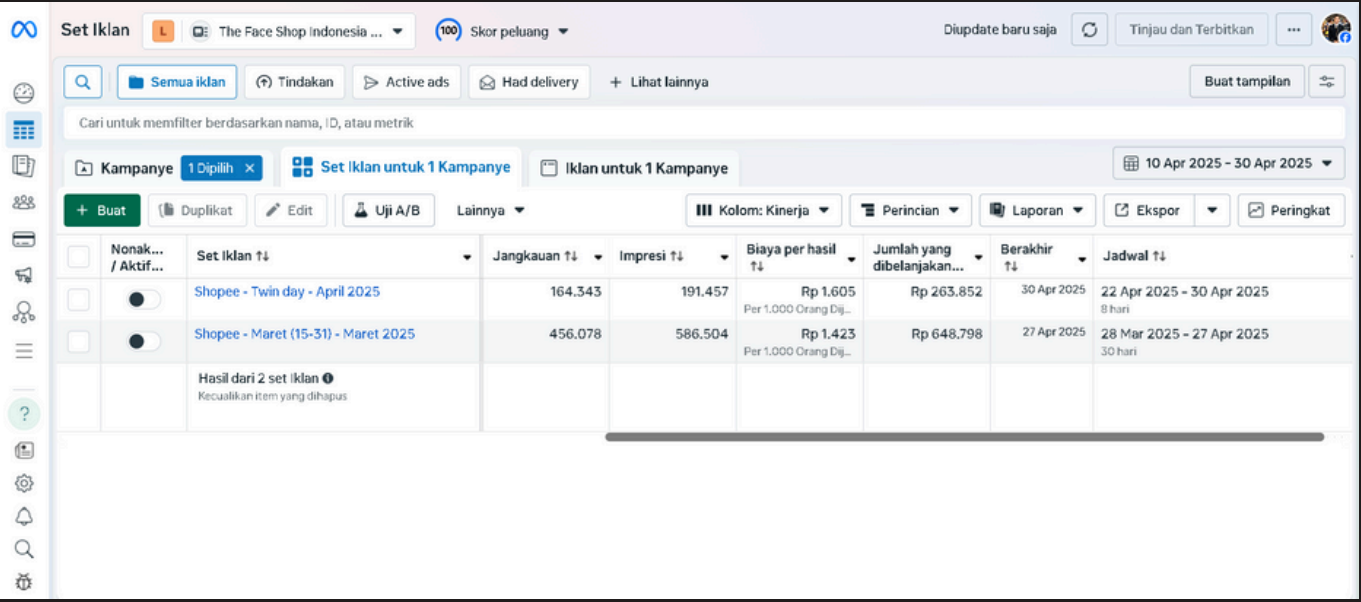
**04. B2B MARKETING**

**05. KOL IDENTITY**

**06. Shopee Ads**



# Meta Ads



The screenshot shows the Meta Ads Manager interface. At the top, it says 'Set Iklan' and 'The Face Shop Indonesia ...'. Below that, there's a search bar and filters for 'Semua iklan', 'Tindakan', 'Active ads', 'Had delivery', and 'Lihat lainnya'. The main table lists two campaigns:

Nonaktif / Aktif	Set iklan	Jangkauan	Impresi	Biaya per hasil	Jumlah yang dibelanjakan	Berakhir	Jadwal
●	Shopee - Twin day - April 2025	164,343	191,457	Rp 1,605 Per 1,000 Orang Dij...	Rp 263,852	30 Apr 2025	22 Apr 2025 - 30 Apr 2025 8 hari
●	Shopee - Maret (15-31) - Maret 2025	456,078	586,504	Rp 1,423 Per 1,000 Orang Dij...	Rp 648,798	27 Apr 2025	28 Mar 2025 - 27 Apr 2025 30 hari

## Shopee Twin Day – April 2025

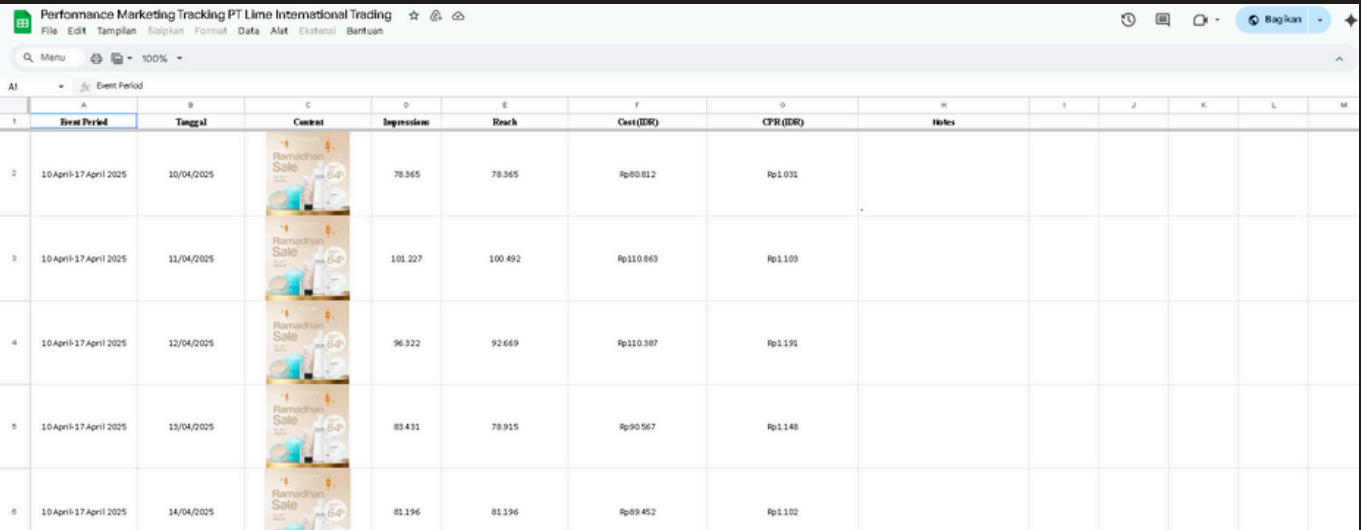
- Reach: 164,343 people
- Impressions: 191,457 times
- Cost per result: Rp 1,605
- Total ad spend: Rp 263,852
- Duration: 8 days

## Shopee Campaign – March 15–31, 2025

- Reach: 456,078 people
- Impressions: 586,504 times
- Cost per result: Rp 1,423
- Total ad spend: Rp 648,798
- Duration: 30 days

## Conclusion:

The campaign successfully reached over 620,000 unique audiences with a total of nearly 780,000 impressions. The ads were cost-efficient with an average of Rp 1,423 – Rp 1,605 per result, demonstrating strong effectiveness in boosting brand awareness and driving traffic to The Face Shop’s Shopee catalog.



The screenshot shows a spreadsheet titled 'Performance Marketing Tracking PT Lime International Trading'. It contains a table with the following columns: Start Period, Tanggal, Gambar, Impressions, Reach, Cost (Rp), CPM (Rp), and Notes. The data is organized by date ranges from April 10 to April 17, 2025.

Start Period	Tanggal	Gambar	Impressions	Reach	Cost (Rp)	CPM (Rp)	Notes
10 April-17 April 2025	10/04/2025		78,365	78,365	Rp80,812	Rp1,012	
10 April-17 April 2025	11/04/2025		101,227	100,492	Rp110,863	Rp1,103	
10 April-17 April 2025	12/04/2025		96,322	92,669	Rp110,387	Rp1,195	
10 April-17 April 2025	13/04/2025		83,431	78,915	Rp90,567	Rp1,148	
10 April-17 April 2025	14/04/2025		81,196	81,196	Rp89,452	Rp1,102	

TOOLS:



# SHOPEE ADS

SHOPEE - Hitech																	
Q1	Date of Sales	Total Sales Amount				Sales by Ads				Ads Cost				ROAS (Sales by Ads)			
		January	February	March	AVERAGE	January	February	March	AVERAGE	January	February	March	AVERAGE	January	February	March	AVERAGE
1	14/01/2025	5,705,122	5,714,611	5,727,462	5,714,000	3,100,000	3,000,000	2,800,000	2,900,000	400,000	213,800	305,000	1,769,887	#REF!	14/03	6,52	#REF!
2	3,100,000	10,181,294	5,891,824	6,284,229	2,200,000	3,200,000	1,500,000	2,300,000	303,000	403,300	304,900	393,723	5,80	6,62	4,92	5,71	7,89
3	2,402,813	3,414,699	16,669,969	8,122,370	459,000	303,000	8,880,000	2,687,000	244,200	295,900	1,000,000	140,800	#REF!	2,23	6,80	#REF!	#REF!
4	1433,777	3,171,695	4,640,202	3,081,755	1,399,000	953,000	1,000,000	1,284,223	1,000,000	24,200	1,000,000	752,387	1,02	4,37	1,00	2,13	1,92
5	1,166,365	3,631,663	2,967,797	2,568,475	299,000	960,500	661,000	640,500	235,600	88,500	160,000	181,333	1,28	11,34	4,13	5,57	4,92
6	2,040,146	4,423,757	3,527,390	3,330,422	420,000	350,000	1,500,000	768,667	202,200	87,300	160,000	149,800	2,08	4,01	8,28	5,16	10,89
7	3,230,871	2,521,865	2,581,839	2,431,391	147,000	435,000	1,900,000	1,637,333	84,600	87,400	160,000	104,000	11,58	4,58	11,88	9,47	50,83
8	3,140,521	2,297,304	4,864,514	3,437,133	817,000	149,000	1,900,000	955,233	95,000	87,800	160,000	104,000	12,57	1,30	11,88	8,71	40,46
9	2,656,892	2,406,407	2,811,383	2,656,561	699,000	240,000	340,000	467,000	64,600	88,800	156,000	102,700	13,90	2,85	2,20	6,32	41,33
10	2,674,713	2,697,193	3,983,913	3,108,308	162,000	564,000	196,000	307,233	80,800	224,800	0	95,233	2,88	2,51	#DIV/0!	#DIV/0!	43,92
11	2,252,799	2,416,323	6,537,233	3,735,463	648,000	1,500,000	149,000	1,318,667	95,500	223,000	160,000	159,387	6,72	6,38	6,93	4,47	23,99
12	1,999,248	4,644,532	3,735,747	3,459,876	918,000	3,200,000	918,000	1,712,000	156,000	169,000	156,000	200,887	6,95	5,90	5,95	6,37	12,75
13	1,690,028	3,028,108	2,290,914	2,339,050	792,000	8,550,000	577,000	3,308,233	129,800	604,200	64,500	199,403	6,31	21,35	6,95	12,07	13,84
14	1,690,028	1,260,844	4,928,559	2,559,810	2,200,000	0	951,000	1,050,233	207,700	0	65,000	99,987	10,80	#DIV/0!	14,63	#DIV/0!	8,30
15	3,051,537	2,067,290	3,980,713	3,059,844	1,000,000	0	1,100,000	100,000	213,800	0	84,500	92,700	4,69	#DIV/0!	11,26	#DIV/0!	14,29
16	3,007,012	2,242,589	3,517,534	2,922,380	1,000,000	0	790,000	1,06,233	201,800	0	65,000	89,987	8,92	#DIV/0!	10,91	#DIV/0!	14,99
17	4,344,857	1,805,841	5,321,053	3,857,250	2,000,000	149,000	732,000	960,233	169,200	0	65,000	87,733	10,29	#DIV/0!	11,26	#DIV/0!	21,92
18	2,413,901	2,495,892	3,171,084	2,693,615	1,300,000	0	1,300,000	968,667	95,000	392,850	95,000	164,033	20,20	0,00	20,00	13,33	37,14
19	2,942,646	4,226,394	3,971,688	3,380,376	1,800,000	0	1,500,000	1,133,233	207,300	84,700	444,600	148,887	6,44	0,00	3,37	4,27	14,13
20	2,593,535	1,311,635	3,962,998	2,289,050	1,200,000	425,000	1,900,000	1,175,000	199,500	98,000	461,100	251,533	7,12	4,40	3,87	5,16	19,21
21	3,467,073	1,154,018	2,161,351	2,260,814	670,000	149,000	2,300,000	873,000	131,700	84,800	402,100	219,400	5,09	1,58	4,86	3,84	26,33
22	3,695,582	983,117	4,732,648	3,134,117	737,000	181,000	3,300,000	1,339,233	110,000	98,000	469,500	211,500	6,70	1,91	6,23	4,90	33,81
23	1,931,108	1,634,661	2,295,348	1,953,722	1,100,000	281,000	1,400,000	660,233	110,000	80,600	530,900	230,387	10,28	3,35	2,99	5,35	17,56
24	2,602,638	4,536,926	2,487,708	3,209,091	1,000,000	3,200,000	1,600,000	1,933,233	247,100	679,300	941,800	495,733	4,05	4,71	3,82	4,13	10,53
25	6,170,794	7,094,438	6,187,007	6,150,738	945,000	2,800,000	2,300,000	1,681,667	216,300	306,000	99,700	207,000	4,37	9,51	21,06	11,65	23,81
26	3,440,890	5,629,093	2,158,034	3,710,662	953,000	2,600,000	1,200,000	1,651,000	213,100	306,000	100,000	208,833	4,47	9,19	12,00	8,55	18,18
27	4,440,190	1,971,407	2,136,103	2,851,799	795,000	3,100,000	565,000	2,643,000	223,300	304,800	93,000	299,387	2,52	0,12	3,94	2,73	19,92
28	1,666,576	1,600,604	1,958,498	1,708,559	872,000	1,100,000	420,000	831,000	199,800	306,000	95,000	105,000	2,23	3,61	5,94	3,63	9,99
29	2,875,603		1,140,634	2,010,919	875,000		195,000	635,000		71,800	72,200	12,25	#DIV/0!	2,71	#DIV/0!	39,81	#DIV/0!
30	3,951,441		1,679,840	2,945,942	910,000		1,300,000	695,000	72,800		217,700	145,250	1,25	#DIV/0!	5,97	#DIV/0!	54,28
31	3,175,223		1,324,779	2,301,001	0		950,000	435,400	201,800		260,000	235,050	0,00	#DIV/0!	3,86	#DIV/0!	14,87
	38,235,190	90,757,891	122,608,223	1,423,134	31,384,000			1,206,646	5,393,200			298,407	#REF!		#REF!		#REF!

Conclusion:

"In Q1 2025, Shopee e-commerce campaigns generated an average of Rp 6M total sales with strong ad efficiency (ROAS 11.58). However, in Q2 2025, although the average total sales remained relatively stable at Rp 5.6M, ad efficiency decreased significantly (ROAS dropped to 2.81), indicating higher ad costs in driving conversions."

## Q1 2025 (Jan–Mar)

- Average Total Sales: Rp 6,043,377
- Average Sales by Ads: Rp 310,400
- ROAS (Sales by Ads): 11.58
- ROAS (Total Sales Gross): 12.39

## Q2 2025 (Apr–Jun)

- Average Total Sales: Rp 5,601,056
- Average Sales by Ads: Rp 428,100
- ROAS (Sales by Ads): 2.81
- ROAS (Total Sales Gross): 5.10

TOOLS:











# Tiktok Ads

Ad ID: 1824923407622257		Text	
Pay day Sales_Video_ad1		Freshian Sensual Vegan Lip Balm 🍷❤️ Hide...	
Daily		Audience 🌐	
2025-02-24 ~ 2025-02-26 (UTC+07:00) Western Indonesia Time 🌐			
Results	Cost per result	Cost	CPM
2,119	28.396 IDR	60,171 IDR	3,237 IDR
6-second views (Focused view)	Per each 6-second view (Focused view)		
Reach	Result rate	CTR (all)	
17,427	11.40%	-	
6-second views (Focused view)	6-second views (Focused view)		

Ad ID: 1824923407629313		Text	
Pay day Sales_Video_ad2		look at the groovwww 🍷🍷🍷 - Sabby's ..	
Daily		Audience 🌐	
2025-02-24 ~ 2025-02-26 (UTC+07:00) Western Indonesia Time 🌐			
Results	Cost per result	Cost	CPM
357	52.462 IDR	18,729 IDR	2,281 IDR
6-second views (Focused view)	Per each 6-second view (Focused view)		
Reach	Result rate	CTR (all)	
8,081	4.35%	-	
6-second views (Focused view)	6-second views (Focused view)		

Ad ID: 1824923408494754		Text	
Pay day Sales_Video_ad4		Best #primer from @codegokolor - Sabby ..	
Daily		Audience 🌐	
2025-02-24 ~ 2025-02-26 (UTC+07:00) Western Indonesia Time 🌐			
Results	Cost per result	Cost	CPM
5,633	28.460 IDR	160,317 IDR	3,361 IDR
6-second views (Focused view)	Per each 6-second view (Focused view)		
Reach	Result rate	CTR (all)	
43,148	11.81%	-	
6-second views (Focused view)	6-second views (Focused view)		

Ad ID: 1824923407635601		Text	
Pay day Sales_Video_ad3		Best selling foaming cleanser from The Face...	
Daily		Audience 🌐	
2025-02-24 ~ 2025-02-26 (UTC+07:00) Western Indonesia Time 🌐			
Results	Cost per result	Cost	CPM
388	60.374 IDR	23,425 IDR	2,766 IDR
6-second views (Focused view)	Per each 6-second view (Focused view)		
Reach	Result rate	CTR (all)	
8,255	4.58%	-	
6-second views (Focused view)	6-second views (Focused view)		

Ad ID: 1824923408501810		 Text	Call to Action	Promoted Website Link 		
Pay day Sales_Video_ad5		 Part terpenting saat makeup menurut	Learn more	<a href="https://www.tiktok.com/@thefacepho...">https://www.tiktok.com/@thefacepho...</a>		
Daily	Audience 	2025-02-24 ~ 2025-02-26 (UTC+07:00)		Western Indonesia Time 		
Results	Cost per result	Cost	CPM	Reach	Result rate	CTR (all)
6,211	23,954 	148,780 	3,473 	41,066	14.50%	-
6-second views (Focused view)	Per each 6-second view (Focused view)				6-second views (Focused view)	

- Total Results: 14,708 focused views
- Top Performer: Makeup Essential – 6,211 views, 14.5% result rate, lowest cost per result (IDR 23,954)
- Other highlights:
- Primer – 5,633 views, 11.8% result rate
- Vegan Lip Balm – 2,119 views, 11.4% result rate

## Conclusion:

The Pay Day Sales campaign effectively showcased The Face Shop's hero products, achieving over 14,700 focused 6-second views in just 3 days. Among all creatives, Video Ad 5 (Makeup Essential) delivered the best performance with the highest result rate (14.50%) and the lowest cost per result (IDR 23,954), making it the most efficient ad in driving attention and engagement.

TOOLS:





# Graphic Design

I successfully created and delivered a total of 498 e-commerce cover image designs for Hitshop's food and beverage products, enhancing product appeal and strengthening visual branding across digital platforms.



# Trade Marketing Staff

REPORT STOCK SISTER ANN WATSON - 2025							
File Edit Tampilan Sisipkan Format Data Alat Ekstensi Bantuan							
Menu 100% \$ % 123 Default... 12 B I							
A1							
	A	B	C	D	E	F	G
1							
2	CHECK DATE	STORE	ITEMS	EXP DATE	ACTUAL QTY	RETURN	AVAILABLE STOCK
3		GANDARIA CITY	SUM AUTO EYEBROW #01 NATURAL BROWN				0
4			SUM AUTO EYEBROW #02 LIGHT BROWN				12/30/1899
5			PERFECT EDGE BRUSH PEN LINER #01 EDGE BLACK				0
6			PERFECT EDGE BRUSH PEN LINER #02 EDGE BROWN				0
7			PERFECT SLIM EYE PENCIL #01 BLACK				0
8			PERFECT SLIM EYE PENCIL #02 BROWN				0
9			DOUBLE EFFECT WATERPROOF EYE PENCIL #01 MIDNIGHT BLACK				0
10			DOUBLE EFFECT WATERPROOF EYE PENCIL #03 CINNAMON MOCHA				0
11			DOUBLE EFFECT WATERPROOF EYE PENCIL #04 GLAM LATTE				0
12			DOUBLE EFFECT WATERPROOF EYE PENCIL #05 CHAMPAGNE GOLD				0
13			DOUBLE EFFECT WATERPROOF EYE PENCIL #06 BABY PEACH				0
14			DOUBLE EFFECT WATERPROOF EYE PENCIL #07 MATT BLACK				0
15			DOUBLE EFFECT WATERPROOF EYE PENCIL #08 MATT BROWN				0
16			DOUBLE EFFECT WATERPROOF EYE PENCIL #09 CHOCO BROWN				0
17			DOUBLE EFFECT WATERPROOF EYE PENCIL #10 DARK ROSE				0
18			PINKHOLE JELLY COVER PACT #19				0
19			PINKHOLE JELLY COVER PACT #21				0
20			PINKHOLE JELLY COVER PACT #23				0
21			SMART FIT COVER CUSHION #17				0
22			SMART FIT COVER CUSHION #21				0
23			SMART FIT COVER CUSHION #23				0
24			SMART FIT COVER CUSHION #25				0
25			SEBUM CONTROL PACT				0
26			MULTI BALANCE STARTER				0

## April 2025

- Total produk tercatat: 25 item
- Total stok tercatat (QTY STOCK): 1.075 pcs
- Stok tersedia (Available): 1.074 pcs
- Retur produk: 2 pcs

## March 2025

- Total produk tercatat: 24 item
- Total stok aktual: 1.265 pcs
- Retur produk: 0 pcs

In March and April 2025, I successfully monitored and managed Sister Ann’s stock performance at Watsons, ensuring optimal inventory levels, checking product expiry dates, and handling product returns to minimize potential losses and maintain smooth B2B operations."

TOOLS:





# KOL Identity

A	B	C	D	E	F	G	H	I
no	nama	pic	kategori	instagram	followers	TikTok	followers TikTok	status
1	westbros	Ajrun	Micro	<a href="https://www">https://www</a>	25.5k			APPROACH
2	jackmagnifico	Ajrun	Micro	<a href="https://www">https://www</a>	59.7k			APPROACH
3	yoskuliner	Ajrun	Micro	<a href="https://www">https://www</a>	62.2k			APPROACH
4	Fajar R	Ajrun	Micro	<a href="https://www">https://www</a>	66.2k			APPROACH
5	Sergino Rikiputra	Ajrun	Micro	<a href="https://www">https://www</a>	56k			APPROACH
6	M Diemas Anggara	Ajrun	Micro	<a href="https://www">https://www</a>	109k			APPROACH
7	Aditya Perdana & Vendryana Larasati	Ajrun	Micro	<a href="https://www">https://www</a>	58.8k			APPROACH
8	Jonathan Mulia	Ajrun	Micro	<a href="https://www">https://www</a>	73.6k			APPROACH
9	Cindy Lulaby	Ajrun	Micro	<a href="https://www">https://www</a>	86.7k			APPROACH
10	CELESTE	Ajrun	Micro	<a href="https://www">https://www</a>	11.4k			APPROACH
11	Jessica_sisy	Ajrun	Micro	<a href="https://www">https://www</a>	37.5k			APPROACH
12	makassarkuliner.com	Ajrun	Micro	<a href="https://www">https://www</a>	66.3k			APPROACH
13	desy	Ajrun	Micro	<a href="https://www">https://www</a>	33.8k			APPROACH
14	nadiachibbyhadhi	Ajrun	Micro	<a href="https://www">https://www</a>	100k			APPROACH
15	Nanda Gabut	Ajrun	Micro	<a href="https://www">https://www</a>	87.2k			APPROACH
16	Gohana Navratlova Srait	Ajrun	Macro	<a href="https://www">https://www</a>	187k			APPROACH
17	Bang Anca	Ajrun	Macro	<a href="https://www">https://www</a>	149k			APPROACH
18	Garry Grianza	Ajrun	Macro	<a href="https://www">https://www</a>	184k			APPROACH
19	Mulie Marlina & Andy Handoko	Ajrun	Macro	<a href="https://www">https://www</a>	126k			APPROACH
20	Yuda Bustara	Ajrun	Macro	<a href="https://www">https://www</a>	141k			APPROACH
21	wiki	Ajrun	Macro	<a href="https://www">https://www</a>	148k			APPROACH
22	D. Dre	Ajrun	Macro	<a href="https://www">https://www</a>	297k			APPROACH
23	Awirachma	Ajrun	Macro	<a href="https://www">https://www</a>	297k			APPROACH
24	Makan Pake Receh	Ajrun	Macro	<a href="https://www">https://www</a>	268k			APPROACH
25	David Handoko	Ajrun	Macro	<a href="https://www">https://www</a>	180k			APPROACH
26	Raelyne	Ajrun	Macro	<a href="https://www">https://www</a>	118k			APPROACH
27	Hendri Aditya	Ajrun	Macro			<a href="https://www">https://www</a>	214.9k	APPROACH

## K-Seafood Influencer Data

- Total Influencers: 45
- Nano Influencers: 15
- Micro Influencers: 15
- Macro Influencers: 15 (dataset recorded 14)

In the K-Seafood campaign, I successfully researched and identified 45 relevant influencers consisting of 15 nano, 15 micro, and 15 macro influencers, ensuring a balanced mix to effectively reach different audience segments and support the brand's digital marketing strategy."

TOOLS:



# Contact Me

LET'S WORK TOGETHER



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